



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
UNITED STATES ARMY GARRISON HESSEN
UNIT 20193, BOX 0001
APO AE 09165-0001

IMEU-HAN-ZB

10 April 2006

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Standard Operating Procedures (SOP) for Command Information Newspaper Operations in the U.S. Army Garrison Hessen (USAG Hessen)

1. References.

- a. Army Regulation (AR) 360-1, 15 September 2000, The Army Public Affairs Program.
- b. 104th ASG Regulation 10-1, 25 January 2002, Organizations and Functions.

2. Purpose. This SOP establishes specific policies, responsibilities and procedures to organize and streamline operations of the command newspaper Herald Union.

3. Applicability. This SOP applies to all Indirect Reporting Garrisons Wiesbaden, Giessen, Baumholder (garrisons) and the Hanau Community within the USAG Hessen.

4. Objective. To ensure news events within each garrison and the Hanau Community throughout the USAG Hessen receive proper coverage.

5. Procedures.

a. In accordance with above references, garrison and Hanau Community PAOs are required to provide adequate content of local interest to fill the pages of the Herald Union command newspaper dedicated to each garrison and the Hanau Community. Camera ready pages must be provided to the USAG Hessen editorial staff of the Herald Union by the specified deadline. Each garrison and the Hanau Community is allocated a specific number of pages dedicated solely to that garrison or the Hanau Community. Number of pages is agreed upon by joint consensus with the PAO staffs, garrison commanders and newspaper publisher. Editorial staff will continue to monitor ad-to-editorial ration to ensure garrisons and Hanau Community get "equal coverage" within the Herald Union.

b. It is the responsibility of the garrison and Hanau Community PAOs to ensure adequate presentation in the USAG Hessen newspaper. The garrisons and the Hanau Community will provide ready-to-publish news articles, news items and newspaper-quality photographs.

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Photographs need to be digital. The garrison/Hanau Community writer is also responsible for providing coverage of local community events, such as sports and breaking news for inclusion on non-garrison/Hanau Community pages of the Herald Union. All items will be submitted in a timely manner in accordance with the deadline schedule published and distributed by the editor. All material will be proof-read prior to forwarding for publication.

c. Each garrison and the Hanau Community PAO is responsible for distribution of USAG Hessen newspapers within his or her respective community.

d. The USAG Hessen Morale, Welfare and Recreation Marketing Division is authorized to submit a ready-to-publish page in every other issue.

e. The USAG Hessen editor will be responsible for covering USAG Hessen-related events and issues. The USAG Hessen editor is also responsible for final editing and layout of the newspaper. This includes determining the overall appearance of the newspaper to ensure compliance with all governing directives, consistency in layout and adequate coverage of command information topics. The editor also provides regular training opportunities, written style guidance and ensures that the garrison and the Hanau Community staff writers and webmasters meet the standards through the oversight of the Commander's Inspection Program. Additionally, the USAG Hessen editorial staff is responsible for all web content on the USAG Hessen website to include the Herald Union Online. The USAG Hessen editor publishes submission deadlines to the respective garrisons and the Hanau Community.

f. The Herald Union is a Civilian Enterprise publication published by AdvantiPro. It is printed and distributed free of charge in exchange for the publisher's right to sell classified and commercial advertising. This advertising must be in compliance with AR 360-1 meeting standards of taste, fair use and equal opportunity of which the commander is the ultimate judge. Readers can purchase classified advertising space directly with the publisher as advertised on page two in the masthead of the Herald Union.

6. Point of contact for this SOP is Mr. Karl Weisel, DSN 323-3257, email karl.weisel@104asg.army.mil.


ROBERT KANDLER
Deputy to the Commander

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DISTRIBUTION:

Commander, U.S. Army Garrison Wiesbaden, ATTN: PAO, Unit 29623, APO AE 09096
Commander, U.S. Army Garrison Baumholder, ATTN: PAO, Unit 23746, APO AE 09034
Commander, U.S. Army Garrison Giessen, ATTN: PAO, Unit 20911, APO AE 09169
Commander, U.S. Army Garrison Hessen/Hanau Community, ATTN: PAO, Unit 20193, APO AE 09165

CF:

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Commander, U.S. Army Garrison Hessen, ATTN: Deputy to the Cdr, Unit 20193, APO AE 09165